

Chapter Three: History, Demographics, and Mass Media

Latino History - Books

Acosta, Frank de Jesús. 2007. *The History of Barrios Unidos: Healing Community Violence*. Houston: Arte Público Press.

This is the compelling story of Barrios Unidos, the Santa Cruz-based organization founded to prevent gang violence amongst inner-city ethnic youth. An evolving grass-roots organization that grew out of the Mexican-American civil rights and anti-war movements of the 1960s and 1970s, Barrios Unidos harnessed the power of culture and spirituality to rescue at-risk young people, provide avenues to quell gang warfare, and offer a promising model for building healthy and vibrant multicultural communities. Co-founder Daniel “Nane” Alejándrez spent his childhood following the crops from state to state with his family. His earliest recollection of “home” was a tent in a labor camp. Later, he was drafted in to the Army and sent to Vietnam. “Flying bullets, cries of anguish and being surrounded by death have a way of giving fuel to epiphany. This war made as little sense to me as the war raging on the streets of the barrios back home.” He decided that when he returned home, he would dedicate himself to peace. Nane Alejándrez’s story of personal transformation, from heroin-addicted gang banger to social activist and youth advocate, is closely tied to that of Barrios Unidos. Through interviews, written testimonies, and documents, Frank de Jesús Acosta re-constructs the development of Barrios Unidos – or literally, united neighborhoods – from its early influences and guiding principles to its larger connection to the on-going struggle to achieve civil rights in America. Today, Barrios Unidos chapters exist in several cities around the country, including San Francisco; Venice-Los Angeles; Salinas; San Diego; Washington, DC; Yakima; San Antonio; Phoenix; and Chicago. With a foreword by Luis Rodríguez, former gang member and author of *La Vida Loca: Always Running*, the book also includes historical photos and commentaries by leading civil rights activists Harry Belafonte, Dolores Huerta, Tom Hayden, Manuel Pastor, and Constance Rice. Mandatory reading for anyone interested in peace and social justice, *The History of Barrios Unidos* gives voice to contemporary inter-generational leaders of color and will lead to the continuation of necessary public dialogue about racism, poverty, and violence.

Arredondo, Gabriela F. 2007. *Mexican Chicago: Race, Identity and Nation, 1916-39*. Champaign, IL: University of Illinois Press.

Mexican Chicago builds on previous studies of Mexicans in the United States while challenging static definitions of “American” and underlying assumptions of assimilation. Gabriela F. Arredondo contends that because of the revolutionary context from which they came, Mexicans in Chi-

ago between 1916 and 1939 were not just another ethnic group working to be assimilated into a city that has a long history of incorporating newcomers. Suggesting a new understanding of identity formation, she argues that Mexicans wielded tools of identification forged in revolutionary Mexico to collectively battle the prejudices of ethnic groups that included Poles, Italians, and the Irish, as well as African Americans. By turning inward, however, Mexicans also highlighted tremendous differences among themselves, such as gender and class. In discussing this distinctive process of becoming “Mexican” in Chicago during the early twentieth century, Arredondo not only explores how that identity was constructed but also provides telling insight into the repercussions of that identity formation process.

Badillo, David. 2002. *Latinos in Michigan*. East Lansing, MI: Michigan State University Press.

The history of Latinos in Michigan is one of cultural diversity, institutional formation, and an ongoing search for leadership in the midst of unique, often intractable circumstances. Latinos have shared a vision of the American Dream – made all the more difficult by the contemporary challenge of cultural assimilation. The complexity of their local struggles, moreover, reflects far-reaching developments on the national stage, and suggests the outlines of a common identity. While facing adversity as rural and urban immigrants, exiles, and citizens, Latinos have contributed culturally, economically, and socially to many important developments in Michigan’s history.

Cárdenas, Gilberto, ed. 2004. *La Causa: Civil Rights, Social Justice and the Struggle for Equality in the Midwest*. Houston: Arte Público Press.

Accepted notions of demographics in the United States often contend that Latinos have traditionally been confined to the Southwest and urban centers of the East Coast, but Latinos have been living in the Midwest since the late nineteenth century. Their presence has rarely been documented and studied, in spite of their widespread participation in the industrial development of the Midwest, its communications infrastructure and labor movements. The populations of Puerto Rican, Mexican, Cuban and other Hispanic origins living in the region have often been seen as removed not only from mainstream America but also from the movements for human and civil rights that dominated Latino public discourse in the Southwest and Northeast during the 1960s and 1970s. In the first text examining Latinos in this region, historians and social science scholars have come together to document and evaluate the efforts and progress toward social justice. Distinguished scholars examine such diverse topics as advocacy efforts, civil rights and community organizations, Latina Civil Rights efforts, ethnic diversity and political identity, effects of legislation for Homeland Security, and political empowerment.

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Cruz, Wilfredo. 2007. *City of Dreams: Latino Immigration to Chicago*. Lanham, MD: University Press of America.

City of Dreams: Latino Immigration to Chicago uses extensive oral interviews combined with scholarly documentation to richly describe the social history of the Mexican, Puerto Rican, Guatemalan, Salvadoran, and Cuban groups in Chicago. Drawing on the stories of one hundred diverse Latinos, this work attempts to give the largest minority population in America a voice, showing how they view themselves and their immigration experiences. This book, while discussing the reasons for immigration, focuses on the adjustments and adaptations of each Latino group; their aspirations; obstacles; relations with other ethnic groups; and overall survival in a new and sometimes hostile American city.

Cunningham, Hilary. 1996. *God and Caesar at the Rio Grande: Sanctuary and the Politics of Religion*. Minneapolis: University of Minnesota Press.

The Sanctuary Movement began in 1981 when a collection of mostly church-related people decided to assist the wave of Central Americans migrating to the United States. The movement was transformed in the following years into a highly volatile church-state confrontation. It established an underground railroad to help Central Americans enter the United States and then provided sanctuary for them within churches and synagogues. In *God and Caesar at the Rio Grande*, Hilary Cunningham offers a fascinating account of the history and growth of the Sanctuary Movement, as she demonstrates how religion shapes and is shaped by political culture. Focusing on the Sanctuary located in Tucson, Arizona, Cunningham explores the movement primarily through the experiences of everyday participants conveyed through interviews with Sanctuary workers as well as reproductions of documents from her stays in Arizona, Mexico, and Guatemala. She includes a discussion of the role of sanctuaries within the Judeo-Christian tradition in ancient times, and elaborates on the prominence of women in the Sanctuary network today. One of few books to document the culture of the religious left in the United States, *God and Caesar at the Rio Grande* illustrates how a particular group of people used religious beliefs and practices to interpret and respond to state authority. Cunningham looks at such diverse subjects as U.S. church-state relations, the social construction of power, and international refugee policy. This book will be of interest to individuals wishing to explore the relationship of religion to power and social change.

Darder, Antonia, ed. 1995. *Culture and Difference: Critical Perspectives on the Bicultural Experience in the United States*. Westport: Bergin & Garvey Paperback.

The yearning to remember who we are is not easily detected in the qualitative dimensions of focus groups and ethnographic research methods; nor is it easily measured in standard quantified scientific inquiry. It is deeply rooted, obscured by layer upon layer of human efforts to survive the impact of historical amnesia induced by the dominant policies and practices of advanced capitalism and postmodern culture. Darder's introduction sets the tone by describing the formation of "Warriors for Gringostroika" and "The New Mestizas." In the words of Anzaldúa, "those who cross over, pass over... the confines of the 'normal.'" Critical essays follow by Mexicanas, poets, activists, and educators of all colors and persuasions. The collection coming out of the good work

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of the Southern California University system relates to all locales and spectrums of the human condition and will no doubt inspire excellent creativity of knowing and remembering among all who chance to read any part thereof.

Davis, Marilyn. 1990. *Mexican Voices/American Dreams: An Oral History of Mexican Immigration to the United States*. New York: H. Holt.

Introduction; PART I: PUSH-PULL – Bad of the Immigrant: The Long History of Mexican Migration; I Will Buy You the Moon: The Reasons for Going; Two Dollars an Hour: She Employers. PART II: PASSGE – To Cross Is to Die a Little: Crossing the Border; The White Man and the Chicken Keeper Win: El Coyote; How They Have Suffered for Me Those They Left Behind. PART III: EL NORTE – Breathless: Dreams Versus Reality; Those Who Come to Immigrate: Life in the United States; Up with the Raza: The Best and the Brightest. PART IV: TH FUTU RE – When You Sing There Are No Borders: The Artists; Those They Call Chicano: The Children - Part I; The Children's Children - Part II; El Corrido Nuevo: A New Verse.

De Leon, Arnaldo, and Richard Griswold del Castillo. 2006. *North to Aztlán: A History of Mexican Americans in the United States*. 2nd ed. Wheeling, IL: Harlan Davidson.

Contemporary observers often quip that the American Southwest has become “Mexicanized,” but this view ignores the history of the region as well as the social reality. Mexican people and their culture have been continuously present in the territory for the past four hundred years, and Mexican Americans were actors in United States history long before the national media began to focus on them – even long before an international border existed between the United States and Mexico. *North to Aztlán*, an inclusive, readable, and affordable survey history, explores the Indian roots, culture, society, lifestyles, politics, and art of Mexican Americans and the contributions of the people to and their influence on American history and the mainstream culture. Though cognizant of changing interpretations that divide scholars, Drs. De León and Griswold del Castillo provide a holistic vision of the development of Mexican American society, one that attributes great importance to immigration (before and after 1900) and the ongoing influence of new arrivals on the evolving identity of Mexican Americans. Also showcased is the role of gender in shaping the cultural and political history of La Raza, as exemplified by the stories of outstanding Mexicana and Chicana leaders as well as those of largely unsung female heroes, among them ranch and business owners and managers, labor leaders, community activists, and artists and writers. In short, readers will come away from this extensively revised and completely up-to-date second edition with a new understanding of the lives of a people who currently compose the largest minority in the nation.

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Enciso, Carmen E., and Tracy North. 1995. *Hispanic Americans in Congress, 1822-1995*. Darby, PA: Diane Publishing Company.

A collection of biographies of Hispanic Americans who have served in the U.S. Congress between 1822-1995. It includes a portrait of each individual along with a summary of their life & contributions to Congress. The biographies include: Herman Badillo, Dennis Chávez, Anthony Lee Coelho, Eligio de la Garza II, Antonio Manuel Fernandez, Robert García, Henry B. Gonzalez, Manuel Lujan, Jr., Matthew G. Martinez, Joseph Manuel Montoya, Solomon P. Ortiz, William B. Richardson, Edward R. Roybal, Esteban Torres & many more in both the U.S. House & U.S. Senate.

García, Alma M., ed. 1997. *Chicana Feminist Thought: The Basic Historical Writings*. New York: Routledge.

Chicana Feminist Thought brings together the voices of Chicana poets, writers, and activists who reflect upon the Chicana Feminist Movement that began in the late 1960s. With energy and passion, this anthology of writings documents the personal and collective political struggles of Chicana feminists.

García, Jerry, and Gilberto Garcia, eds. 2005. *Memory, Community, and Activism: Mexican Migration and Labor in the Pacific Northwest*. East Lansing, MI: Michigan State University Press.

Memory, Community, and Activism is the first book-length study to critically examine the Mexican experience in the U.S. Pacific Northwest. Many books deal with Chicano history, but few ever attempt to interpret or analyze it beyond the confines of the American Southwest. Eleven essays by leading scholars on the Mexican experience in the Northwest shed new light on immigration/migration, the Bracero program, the Catholic Church, race and race relations, Mexican culture, unionization, and Chicana feminism. This collection analyzes the Mexican experience from the early twentieth century to the present.

Ganster, Paul, and David E. Lorey. 2007. *The U.S.-Mexican Border into the Twenty-First Century*. 2nd ed. Lanham, MD: Rowman & Littlefield Publishers, Inc.

Systematically exploring the dynamic interface between Mexico and the United States, this comprehensive survey considers the historical development, current politics, society, economy, and daily life of the border region. Now fully updated and revised, the book traces the economic cycles and social movements from the 1880s through the beginning of the twenty-first century that created the modern border region, showing how the border shares characteristics of both nations while maintaining an internal coherence that transcends its divisive international boundary. The authors conclude with an in-depth analysis of the key issues of the contemporary borderlands: industrial development and maquiladoras, the North American Free Trade Agreement, rapid urbanization, border culture, demographic and migration issues, the environmental crisis, the border Native Americans, U.S. and Mexican cooperation and conflict at the border, drug trafficking, and the security crisis brought by the September 11, 2001, terrorist attacks. They also

place the border in its global context, examining it as a region caught between the developed and developing world and highlighting the continued importance of borders in a rapidly globalizing world. Richly illustrated with photographs and maps and enhanced by up-to-date and accessible statistical tables, this book will be an invaluable resource for all those interested in borderlands and U.S.-Mexican relations.

Gómez-Quíñones, Juan. 1990. *Chicano Politics: Realities and Promise*. Albuquerque: University of New Mexico Press.

This political history of Mexican Americans analyzes and interprets the last fifty years in the *movimiento*. This book was written by a leading Chicano historian who spent many years as an activist, this study evolved from Juan Gómez-Quíñones's participation and reflection. Examined are the leaders and organizations that waged struggles for political rights as well as the evolution of their goals and strategies. Beginning in the 1940s, Mexican Americans viewed the advocacy process in party politics, coupled with the selected use of the courts, as effective means to redress problems. But by the mid-1930s, the persistence of discrimination, inequality, and poverty led many to question the so-called gains made through piecemeal reform. A new style of politics, based on wide mobilization and an insistence upon democratic rights, coalesced into an ethnic populism known as the Chicano movement. Today, the Mexican American community in the United States remains committed to securing a more socially just life, But, its political expression is often confused because, in the jumble of competing voices and self-serving conservatism, the true majority of the Mexican American community – the workers – are often overlooked and unheeded.

González, Gilbert G. 1999. *Mexican Consuls and Labor Organizing: Imperial Politics in the American Southwest*. Austin: University of Texas Press.

Chicano history, from the early decades of the twentieth century up to the present, cannot be explained without reference to the determined interventions of the Mexican government, asserts Gilbert G. González. In this path finding study, he offers convincing evidence that Mexico aimed at nothing less than developing a loyal and politically dependent emigrant community among Mexican Americans, which would serve and replicate Mexico's political and economic subordination to the United States. González centers his study around four major agricultural workers' strikes in Depression-era California. Drawing on a wide variety of sources, he documents how Mexican consuls worked with U.S. growers to break the strikes, undermining militants within union ranks and, in one case, successfully setting up a grower-approved union. Moreover, González demonstrates that the Mexican government's intervention in the Chicano community did not end after the New Deal; rather, it continued as the Bracero Program of the 1940s and 1950s, as a patron of Chicano civil rights causes in the 1960s and 1970s, and as a prominent voice in the debates over NAFTA in the late 1980s and early 1990s.

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González, Manuel G. 1999. *Mexicanos: A History of Mexicans in the United States*. Bloomington, IN: Indiana University Press.

Rather than studying Mexican American history from the militant perspective so popular in recent decades, this book offers a fresh reassessment of that past which paints a more nuanced portrait of Mexican American life. Victimization and resistance are not the only themes that thread their way through this complex history. Gonzales's narrative embraces all segments of a heterogeneous community, not just the heroes who loom so large in movement portrayals. Moreover, in contrast to older studies, Gonzales's book probes the failures as well as the successes of the community. The result is a timely and valuable new history that is both fair and balanced.

Griswold del Castillo, Richard. 2007. *Chicano San Diego: Cultural Space and the Struggle for Justice*. Tucson: University of Arizona Press.

The Mexican and Chicana/o residents of San Diego have a long, complicated, and rich history that has been largely ignored. This collection of essays shows how the Spanish-speaking people of this border city have created their own cultural spaces. Sensitive to issues of gender – and paying special attention to political, economic, and cultural figures and events – the contributors explore what is unique about San Diego's Mexican American history. In chronologically ordered chapters, scholars discuss how Mexican and Chicana/o people have resisted and accommodated the increasingly Anglo-oriented culture of the region. The book's early chapters recount the historical origins of San Diego and its development through the mid-nineteenth century, describe the "American colonization" that followed, and include examples of Latino resistance that span the twentieth century – from early workers' strikes to the United Farm Workers movement of the 1960s. Later chapters trace the Chicana/o Movement in the community and in the arts; the struggle against the gentrification of the barrio; and the growth of community organizing (especially around immigrants' rights) from the perspective of a community organizer.

Gutiérrez, José. 2005. *Making of Civil Rights Leader*. Houston, TX: Arte Público Press.

Born in 1944, José Angel Gutiérrez grew up in a time when Mexicans and Mexican Americans in Texas and the Southwest attended separate schools and avoided public facilities and restaurants that were designated "Whites Only." Despite the limits of segregation and rural culture in Texas, the passion to learn and to educate others, as well as to undo injustice, burned in his belly from an early age. Gutiérrez offers portraits of his early influences, from his father's own pursuit of knowledge and political involvement, to his Mexican pre-school teacher's dedication to bilingual-bicultural education which did not exist in public schools at that time, and to his mother's courage and persistence, taking up migrant field work to provide for her family after the death of young Gutiérrez's father. In this intensely narrated memoir, Gutiérrez details his rise from being beaten down by racist political and agricultural interests in South Texas to his leadership role in the Chicano civil rights movement of the 1960s and 1970s. Complemented by photos from his personal archives, Gutiérrez recalls his struggle for education, his early baptism in grass-roots political organizing, and his success in creating one of history's most successful third party movements, La Raza Unida Party. Along the way, Gutiérrez earned college and law degrees, as well as a Ph. D. in Political Science. He was elected or appointed to school boards, commissions, judgeships and party chairmanships, all with the single-minded purpose of extending equality

to Mexican Americans and other minorities in the United States. Through his tireless efforts, he crossed paths with African American and Native American civil rights leaders, Mexican presidents, and other international figures.

Heidenreich, Linda. 2007. *"This Land was Mexican Once": Histories of Resistance from Northern California*. Austin: University of Texas Press.

The territory of Napa County, California, contains more than grapevines. The deepest roots belong to Wappo-speaking peoples, a group whose history has since been buried by the stories of Spanish colonizers, Californios (today's Latinos), African Americans, Chinese immigrants, and Euro Americans. Napa's history clearly is one of co-existence; yet, its schoolbooks tell a linear story that climaxes with the arrival of Euro Americans. In *"This Land was Mexican Once,"* Linda Heidenreich excavates Napa's subaltern voices and histories to tell a complex, textured local history with important implications for the larger American West, as well. Heidenreich is part of a new generation of scholars who are challenging not only the old, Euro-American depiction of California, but also the linear method of historical storytelling – a method that inevitably favors the last man writing. She first maps the overlapping histories that comprise Napa's past, then examines how the current version came to dominate – or even erase – earlier events. So while history, in Heidenreich's words, may be "the stuff of nation-building," it can also be "the stuff of resistance." Chapters are interspersed with "source breaks" – raw primary sources that speak for themselves and interrupt the linear, Euro-American telling of Napa's history. Such an inclusive approach inherently acknowledges the connections Napa's peoples have to the rest of the region, for the linear history that marginalizes minorities is not unique to Napa. Latinos, for instance, have populated the American West for centuries, and are still shaping its future. In the end, *"This Land was Mexican Once"* is more than the story of Napa, it is a multidimensional model for reflecting a multicultural past.

Jiménez, Francisco, Alma M. García, and Richard A. García. 2007. *Ethnic Community Builders: Mexican-Americans in Search of Justice and Power*. Lanham: Altamira Press.

Ethnic Community Builders: Mexican-Americans in Search of Justice and Power is an oral history of Mexican-American activism in San José, California, over the last half century. The authors present interviews of 14 people of various stripes – teachers, politicians, radio personalities – who have been influential in the development of a major urban center with a significant ethnic population. These activists tell the stories of their lives and work with engaging openness and honesty, allowing readers to witness their successes and failures. This vivid ethnography of a Mexican-American community serves as a model for activism wherever ethnic groups seek change and justice.

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Maldonado, Carlos. 2000. *Colegio Cesar Chavez, 1973–1983: A Chicano Struggle for Educational Self-Determination*. New York: Routledge.

This work illuminates the founding and brief existence of Colegio Cesar Chavez, founded in the Pacific Northwest in 1973. The work is set within a national and regional context. Colegio Cesar Chavez holds a unique niche in Chicano social and educational history, due to its strong Chicano philosophical roots, alternative educational model, and geographical location. The work highlights the socio-political milieu and issues contributing to the rise and demise of this bold Chicano educational experiment. The history of Colegio Cesar Chavez tells the story of a Chicano struggle for educational and self-determination.

Martínez, Oscar J. 2001. *Mexican-Origin People in the United States: A Topical History*. Tucson: University of Arizona Press.

The history of the United States in the twentieth century is inextricably entwined with that of people of Mexican origin. The twenty million Mexicans and Mexican Americans living in the U.S. today are predominantly a product of post-1900 growth, and their numbers give them an increasingly meaningful voice in the political process. Oscar Martínez here recounts the struggle of a people who have scraped and grappled to make a place for themselves in the American mainstream. Focusing on social, economic, and political change during the twentieth century – particularly in the American West – Martínez provides a survey of long-term trends among Mexican Americans and shows that many of the difficult conditions they have experienced have changed decidedly for the better. Organized thematically, the book addresses population dynamics, immigration, interaction with the mainstream, assimilation into the labor force, and growth of the Mexican American middle class. Martínez then examines the various forms by which people of Mexican descent have expressed themselves politically: becoming involved in community organizations, participating as voters, and standing for elective office. Finally he summarizes salient historical points and offers reflections on issues of future significance.

Medina, Lara. 2004. *Las Hermanas: Chicana/Latina Religious-Political Activism in the U.S. Catholic Church*. Philadelphia: Temple University Press.

In this historical study, Lara Medina examines the early development and continuing influence of Las Hermanas, a feminist organization established in 1971 to counter the patriarchy and Eurocentrism of the U.S. Catholic Church. Lara Medina weaves archival research and oral interviews into a cohesive narrative that highlights the keen ethnic and political awareness among the movement's leaders and participants. Medina also illuminates the strides made by Las Hermanas in undermining and reorienting the male-dominated structure of both the Catholic ministry and the Chicano civil rights movement. By showing how the group has engaged such issues as moral authority, sexuality, and domestic abuse through its religiously informed efforts in grassroots community organizing and education, Lara Medina showcases the crucial role played by Las Hermanas in the articulation of a spiritually and politically grounded Latina/Chicana identity.

Meeks, Eric V. 2007. *Border Citizens: The Making of Indians, Mexicans, and Anglos in Arizona*. Austin: University of Texas Press.

Borders cut through not just places but also relationships, politics, economics, and cultures. Eric V. Meeks examines how ethno-racial categories and identities such as Indian, Mexican, and Anglo crystallized in Arizona's borderlands between 1880 and 1980. South-central Arizona is home to many ethnic groups, including Mexican Americans, Mexican immigrants, and semi-Hispanicized indigenous groups such as Yaquis and Tohono O'odham. Kinship and cultural ties between these diverse groups were altered and ethnic boundaries were deepened by the influx of Euro-Americans, the development of an industrial economy, and incorporation into the U.S. nation-state. Old ethnic and interethnic ties changed and became more difficult to sustain when Euro-Americans arrived in the region and imposed ideologies and government policies that constructed starker racial boundaries. As Arizona began to take its place in the national economy of the United States, primarily through mining and industrial agriculture, ethnic Mexican and Native American communities struggled to define their own identities. They sometimes stressed their status as the region's original inhabitants, sometimes as workers, sometimes as U.S. citizens, and sometimes as members of their own separate nations. In the process, they often challenged the racial order imposed on them by the dominant class. Appealing to broad audiences, this book links the construction of racial categories and ethnic identities to the larger process of nation-state building along the U.S.-Mexico border, and illustrates how ethnicity can both bring people together and drive them apart.

Menchaca, Martha. 1995. *The Mexican Outsiders: A Community History of Marginalization and Discrimination in California*. Austin: University of Texas Press.

People of Mexican descent and Anglo Americans have lived together in the U.S. Southwest for over a hundred years, yet relations between them remain strained, as shown by recent controversies over social services for undocumented aliens in California. In this study, covering the Spanish colonial period to the present day, Martha Menchaca delves deeply into interethnic relations in Santa Paula, California, to document how the residential, social, and school segregation of Mexican-origin people became institutionalized in a representative California town. Menchaca lived in Santa Paula during the 1980s, and interviews with residents add a vivid human dimension to her book. She argues that social segregation in Santa Paula has evolved into a system of social apartness – that is, a cultural system controlled by Anglo Americans that designates the proper times and places where Mexican-origin people can socially interact with Anglos. This first historical ethnographic case study of a Mexican-origin community will be important reading across a spectrum of disciplines, including anthropology, sociology, race and ethnicity, Latino studies, and American culture.

Mora, Carlos. 2007. *Latinos in the West: The Student Movement and Academic Labor in Los Angeles*. Lanham, MD: Rowman & Littlefield Publishers.

The book focuses on the struggle by Latin Americans to open and maintain Chicano/a Studies programs in institutions of higher education in California. It raises critical questions for social theory about multicultural democracy, dealing with topics such as immigration, affirmative action and civil rights. Mora explains the links between this social movement and the needs of the

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Chicano/a people, the changes taking place in higher education, and the trends in the overall ethnic-nationalist movements in the U.S. where Latinos have been playing an increasingly leading role.

Navarro, Armando. 1998. *The Cristal Experiment: A Chicano Struggle for Community Control*. Madison: University of Wisconsin Press.

Amidst the turbulence and militancy of the 1960s and early 1970s, the Mexicano population of the dusty agricultural town of Crystal City, Texas (Cristal in Spanish) staged two electoral revolts, each time winning control of the city council and school board. The landmark city council victory in 1963 was a first for Mexican Americans in South Texas, and Cristal the spinach capital of the world became for a time the political capital of the Chicano Movement. In *The Cristal Experiment*, Armando Navarro presents the most comprehensive examination to date of the rise of the Chicano political movement in Cristal, its successes and conflicts (both internal and external), and its eventual decline. He looks particularly at the larger and more successful Second Revolt in 1970 and its aftermath up to 1981, examining the political, economic, educational, and social changes for Mexicanos that resulted. Drawing upon nearly 100 interviews, a wealth of secondary materials, and his own experiences as a political organizer in the Chicano Movement, Navarro offers a shrewd and insightful analysis not only of the events in Cristal, but also of the workings of local politics generally, the politics of community control, and the factors inherent in the American political system that lead to the self-destruction of political movements. As both a political scientist and an organizer, he outlines important lessons to be learned from what happened in Cristal and to the Chicano Movement. Navarro extends the story of Cristal, the Mecca of Chicanismo, beyond where others have left off. It will be important to scholars interested in the Chicano Movement, Chicano history in general, community studies, politics and ethnic nationalism.

Navarro, Armando. 2004. *La Raza Unida Party: A Chicano Challenge to the U.S. Two-Party Dictatorship*. Philadelphia: Temple University Press.

Over the years, third parties have arisen sporadically to challenge the hegemony of the United States' two major political parties. But not until the emergence of the Raza Unida Party (RUP) in 1970, did an ethnic group organize to fight for political control at the country's ballot boxes. *La Raza Unida Party* traces the party from its beginnings in 1970 to its demise in 1981 – the events, leaders, ideology, structure, strategy and tactics, successes and problems, and electoral campaigns that marked its trajectory. The book covers political organizing in California, Texas, Colorado, New Mexico, Arizona, and the Midwest, as well as RUP's national and international politics and its party profile. In addition, it suggests options for future political action. Based on 161 interviews, access to numerous documents, letters, minutes, diaries, and position papers, as well as such published sources as contemporary newspaper and magazine accounts and campaign literature, the study is enriched by Professor Navarro's accounts of his own experiences as one of the organizers of the RUP in California. *La Raza Unida Party* represents the culmination of the story of Chicano militancy that Professor Navarro has related in his earlier books. It goes beyond mere history-telling to discuss the strengths and weaknesses of ethnic-identity political parties and the perils of challenging the two-party dictatorship that characterizes U.S. electoral politics.

Olivas, Michael A. ed. 2006. *"Colored Men and Hombres Aqui": Hernandez v. Texas and the Rise of Mexican American Lawyering*. Houston: Arte Público Press.

This collection of ten essays commemorates the 50th anniversary of an important but almost forgotten U.S. Supreme court case, *Hernandez v. Texas*, 347 US 475 (1954), the major case involving Mexican Americans and jury selection, published just before *Brown v. Board of Education* in the 1954 Supreme Court reporter. This landmark case, the first to be tried by Mexican American lawyers before the U.S. Supreme Court, held that Mexican Americans were a discrete group for purposes of applying Equal Protection. Although the case was about discriminatory state jury selection and trial practices, it has been cited for many other civil rights precedents in the intervening 50 years. Even so, it has not been given the prominence it deserves, in part because it lives in the shadow of the more compelling *Brown v. Board* case. There had been earlier efforts to diversify juries, reaching back at least to the trial of Gregorio Cortez in 1901 and continuing with efforts by the legendary Oscar Zeta Acosta in Los Angeles in the 1960s. Even as recently as 2005 there has been clear evidence that Latino participation in the Texas jury system is still substantially unrepresentative of the growing population. But in a brief and shining moment in 1954, Mexican-American lawyers prevailed in a system that accorded their community no legal status and no respect. Through sheer tenacity, brilliance, and some luck, they showed that it is possible to tilt against windmills and slay the dragon.

Pedraza, Sylvia, and Rubén Rumbault, eds. 1995. *Origin and Destinies: Immigration, Race and Ethnicity*. Farmington Hills, MI: Wadsworth Publishing.

Origins and Destinies is a collection of thirty-six specially commissioned essays by prominent scholars, which explore immigration, race, and ethnicity in America in historical and contemporary contexts. These engagingly written, highly accessible essays combine different disciplines, approaches, methods, and perspectives to bring to life some central themes of the American experience. This rich anthology depicts the myriad ways in which the unequal destinies of the American racial and ethnic groups reflect their diverse origins – from the conquest of indigenous peoples to massive waves of both voluntary and involuntary immigration from Europe, Africa, Asia, and the Americas. It seeks to grasp the extraordinary diversity and the complexity of issues posed by immigration, race, and ethnicity in American life, past and present, in a way that is at once comprehensive and comprehensible. And it shows the dynamics of immigration, racialization, and ethnic stratification, continue today, as the United States undergoes its most profound demographic transformation in a century. At a time when immigration, race, and ethnicity have risen to the top of the policy agenda – and become the subject of acrimonious debates on issues from California's Proposition 187 to affirmative action to multiculturalism and the politics of identity – *Origins and Destinies* is a timely study of the tumultuous histories, struggles, and ongoing social processes that have transformed the United States into one of the world's most ethnically diverse societies.

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Pitti, Stephen J. 2002. *The Devil in Silicon Valley: Northern California, Race, and Mexican Americans*. Princeton: Princeton University Press.

This sweeping history explores the growing Latino presence in the United States over the past 200 years. It also debunks common myths about Silicon Valley, one of the world's most influential but least-understood places. *The Devil in Silicon Valley* is a beautiful piece of work – sweeping narrative, compelling argumentation, and crisp writing throughout. Pitti demonstrates how San José is simultaneously central and peripheral to the main currents of Chicano/Mexicano history. He helps readers make sense of why Mexicans were racialized in specific ways at specific times. And he adds new insight into the variety of ways ethnic Mexicans identify themselves and organize. Pitti weaves together the experiences of disparate residents – early Spanish-Mexican settlers, Gold Rush miners, farmworkers transplanted from Texas, Chicano movement activists, and late-twentieth-century musicians – to offer a broad reevaluation of the American West. Based on dozens of oral histories as well as unprecedented archival research, *The Devil in Silicon Valley* shows how San José, Santa Clara, and other northern California locales played a critical role in the ongoing development of Latino politics. This is a transnational history. In addition to considering the past efforts of immigrant and U.S.-born miners, fruit cannery workers, and janitors at high-tech firms – many of whom retained strong ties to Mexico – Pitti describes the work of such well-known Valley residents as César Chavez. He also chronicles the violent opposition ethnic Mexicans have faced in Santa Clara Valley. In the process, he reinterprets not only California history but the Latino political tradition and the story of American labor.

Phillips, Michael. 2005. *White Metropolis: Race, Ethnicity, and Religion in Dallas, 1841–2001*. Austin: University of Texas Press.

From the nineteenth century until today, the power brokers of Dallas have always portrayed their city as a progressive, pro-business, racially harmonious community that has avoided the racial, ethnic, and class strife that roiled other Southern cities. But does this image of Dallas match the historical reality? In this book, Michael Phillips delves deeply into Dallas's racial and religious past and uncovers a complicated history of resistance, collaboration, and assimilation between the city's African American, Mexican American, and Jewish communities and its white power elite. Exploring more than 150 years of Dallas history, Phillips reveals how white business leaders created both a white racial identity and a Southwestern regional identity that excluded African Americans from power and required Mexican Americans and Jews to adopt Anglo-Saxon norms to achieve what limited positions of power they held. He also demonstrates how the concept of whiteness kept these groups from allying with each other, and with working- and middle-class whites, to build a greater power base and end elite control of the city. Comparing the Dallas racial experience with that of Houston and Atlanta, Phillips identifies how Dallas fits into regional patterns of race relations and illuminates the unique forces that have kept its racial history hidden until the publication of this book.

Ramirez, Catherine. 2009. *The Woman in the Zoot Suit: Gender, Nationalism and the Cultural Politics of Memory*. Durham, NC: Duke University Press.

The Mexican American woman zoot suiter, or pachuca, often wore a V-neck sweater or a long, broad-shouldered coat, a knee-length pleated skirt, fishnet stockings or bobby socks, platform

heels or saddle shoes, dark lipstick, and a bouffant. Or she donned the same style of zoot suit that her male counterparts wore. With their striking attire, pachucos and pachucas represented a new generation of Mexican American youth, which arrived on the public scene in the 1940s. Yet while pachucos have often been the subject of literature, visual art, and scholarship, *The Woman in the Zoot Suit* is the first book focused on pachucas. Two events in wartime Los Angeles thrust young Mexican American zoot suiters into the media spotlight. In the Sleepy Lagoon incident, a man was murdered during a mass brawl in August 1942. Twenty-two young men, all but one of Mexican descent, were tried and convicted of the crime. In the Zoot Suit Riots of June 1943, white servicemen attacked young zoot suiters, particularly Mexican Americans, throughout Los Angeles. The Chicano movement of the 1960s–1980s cast these events as key moments in the political awakening of Mexican Americans and pachucos as exemplars of Chicano identity, resistance, and style. While pachucas and other Mexican American women figured in the two incidents, they were barely acknowledged in later Chicano movement narratives. Catherine S. Ramírez draws on interviews she conducted with Mexican American women who came of age in Los Angeles in the late 1930s, 1940s, and 1950s as she recovers the neglected stories of pachucas. Investigating their relative absence in scholarly and artistic works, she argues that both wartime U.S. culture and the Chicano movement rejected pachucas because they threatened traditional gender roles. Ramírez reveals how pachucas challenged dominant notions of Mexican American and Chicano identity, how feminists have reinterpreted la pachuca, and how attention to an overlooked figure can disclose much about history making, nationalism, and resistant identities.

Riley, Nano, and Davida Johns. 2003. *Florida's Farmworkers in 21st Century*. Gainesville, FA: Florida University Press.

In a book that combines both oral history and documentary photography, Nano Riley and Davida Johns tell the story of Florida's farmworkers in the 21st century. Largely ignored by mainstream America, migrant laborers often toil under adverse labor and living conditions to provide the nation's food supply. Intimate photographs and lucid text offer a look not only into the difficulties faced by these laborers but also into the rich cultural heritages of their communities and the close ties of their family life. Until now, most publications on migrant farm labor focused on California or the Southeast in general, offering little information on conditions particular to farmworkers in Florida. *Florida's Farmworkers* focuses on the history of Florida agriculture, the unique climate, ecology, crops, and working conditions that distinguish the situation of Florida's farm laborers from those in other states. Organized thematically, the book explores the issues facing these migrant workers, who are largely Hispanic, Haitian, and from other regions of the Caribbean. Among the issues addressed are low wages, children's problems, education, substandard living conditions, health, pesticide exposure, and immigrant smuggling. Riley and Johns draw attention to a labor system greatly in need of reform.

Rodriguez, Joseph A., and Walter Sava. 2006. *Latinos in Milwaukee*. Mount Pleasant, SC: Arcadia Publishing.

"I didn't know there were Latinos in Wisconsin" is one of the more frequently heard comments when visiting outside of the state. In fact, more than 100,000 Latinos live in Milwaukee, and the continued growth of this community is visible in every segment of the city. Milwaukee's Latino

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community began humbly as a “Colonia Mexicana” in the 1920s, when Mexicans were recruited to work in the city’s tanneries. Subsequent waves of workers came from Texas to work in Wisconsin’s agricultural fields. In the early 1950s, Puerto Ricans began arriving to the area, and the population doubled in the 1990s.

Romero, Mary, Pierrette Hondagneu-Sotelo, and Vilma Ortiz, eds. 1997. *Challenging Fronteras: Structuring Latina and Latino Lives in the U.S.: An Anthology of Readings*. New York: Routledge.

The editors have assembled a group of essays that resist the stereotypes that frame Americans’ perceptions of race, moving beyond superficial treatments of Latinos as a monolithic group. It offers a comprehensive introduction to the diversity of Latino cultures and experiences in the United States. Sections cover topics such as immigration, concepts and theories of ethnicity, identity, work and family life, and political and economic restructuring. Each section contains articles about several Latin groups. Tracing the intersection of race, class, gender, ethnicity and citizenship, the contributors expose the constraints that shape the lives of Latinos and explore the possibilities ahead.

Rosales, Francisco A. 2006. *Dictionary of Latino Civil Rights History*. Houston: Arte Público Press.

From the Alianza Hispano-Americana, a mutual aid society founded in Tucson, Arizona in 1894, to the Zoot Suit Riots in Los Angeles in 1943, this first-ever dictionary of important issues in the U.S. Latino struggle for civil rights defines a wide-ranging list of key terms. With over 922 entries on significant events, figures, laws, and other historical items, this ground-breaking reference work covers the fight for equality from the mid-nineteenth century to the present by the various Hispanic groups in the U.S. Rosales chronicles such landmark events as the development of farm worker unions and immigrant rights groups to the forces behind bilingual-bicultural education, feminist activities, and protests over discrimination, segregation, and police brutality. In this volume, he provides a comprehensive look at the history of the Latino civil rights movement. In addition to covering all of the major events in labor, politics, land reclamation, and education, this pioneering work includes never-before-published biographies of the major players in the history of America’s largest minority group. An array of historical photos and entries outline the activities of all Hispanic populations in the United States, including citizens and immigrants, men and women. A complete subject index, timeline, and bibliographic documentation complement this definitive reference work compiled by the most respected authority on Latino civil rights.

Ruiz, Vicki L., and Virginia Sánchez Korrol, eds. 2006. *Latinas in the United States: A Historical Encyclopedia*. Bloomington, IN: Indiana University Press.

Latinas in the United States: A Historical Encyclopedia records the contribution of women of Latin American birth or heritage to the economic and cultural development of the United States. The encyclopedia, edited by Vicki L. Ruiz and Virginia Sanchez Korrol, is the first comprehensive gathering of scholarship on Latinas. This encyclopedia will serve as an essential reference for decades to come. In more than 580 entries, the historical and cultural narratives of Latinas come to life. From mestizo settlement, pioneer life, and diasporic communities, the encyclopedia details

the contributions of women as settlers, comadres, and landowners, as organizers and nuns. More than 200 scholars explore the experiences of Latinas during and after Euro-American colonization and conquest; the early-19th-century migration of Puerto Ricans and Cubans; 20th-century issues of migration, cultural tradition, labor, gender roles, community organization, and politics; and much more. Individual biographical entries profile women who have left their mark on the historical and cultural landscape. With more than 300 photographs, this three-volume encyclopedia offers a mosaic of historical experiences, detailing how Latinas have shaped their own lives, cultures, and communities through mutual assistance and collective action, while confronting the pressures of colonialism, racism, discrimination, sexism, and poverty.

Sánchez, George J. 1993. *Becoming Mexican American: Ethnicity, Culture, and Identity in Chicano Los Angeles, 1900-1945*. New York: Oxford University Press.

Twentieth-century Los Angeles has been the locus of one of the most profound and complex interactions between variant cultures in American history. Yet this study is among the first to examine the relationship between ethnicity and identity among the largest immigrant group to that city. By focusing on Mexican immigrants to Los Angeles from 1900 to 1945, George J. Sanchez explores the process by which temporary sojourners altered their orientation to that of permanent residents, thereby laying the foundation for a new Mexican-American culture. Analyzing not only formal programs aimed at these newcomers by the United States and Mexico, but also the world created by these immigrants through family networks, religious practice, musical entertainment, and work and consumption patterns, Sanchez uncovers the creative ways Mexicans adapted their culture to life in the United States. When a formal repatriation campaign pushed thousands to return to Mexico, those remaining in Los Angeles launched new campaigns to gain civil rights as ethnic Americans through labor unions and New Deal politics. The immigrant generation, therefore, laid the groundwork for the emerging Mexican-American identity of their children.

Sava, Walter, and Anselmo Villarreal. 2007. *Latinos in Waukesha*. Mount Pleasant, SC: Arcadia Publishing.

Waukesha's Latino community continues to keep pace with the growth that has characterized Latino demographics in the last 20 years. About 15,000 Latinos are now Waukesha County residents, and there are very unique qualities ascribed to this community. A significant number of Latinos can trace their Waukesha roots to the early 1920s and 1930s. The vast majority of Latinos who came to Waukesha ended up working in foundries, and a significant number retired from those jobs. There are now many families who are third- and fourth-generation Latinos, and new arrivals continue to join friends and relatives already established in Waukesha.

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Sedillo López, Antoinette, ed. 1995. *Historical Themes and Identity: Mestizaje and Labels*. New York: Garland Publishing Inc.

The first part of this volume traces some of the historical themes of Latino peoples. Articles about Spanish colonization, the Mexican American War, the Cuban revolution, and the Puerto Rican situation appear in chronological order. The volume also explores questions of ethnicity and identity, focusing on historical, political, and social reasons for selecting a self-identifying label.

Treviño, Roberto R. 2006. *The Church in the Barrio: Mexican American Ethno-Catholicism in Houston*. Chapel Hill: University of North Carolina Press.

In a story that spans from the founding of immigrant parishes in the early twentieth century to the rise of the Chicano civil rights movement in the early 1970s, Roberto R. Treviño discusses how an intertwining of ethnic identity and Catholic faith equipped Mexican Americans in Houston to overcome adversity and find a place for themselves in the Bayou City. Houston's native-born and immigrant Mexicans alike found solidarity and sustenance in their Catholicism, a distinctive style that evolved from the blending of the religious sensibilities and practices of Spanish Christians and New World indigenous peoples. Employing church records, newspapers, family letters, mementos, and oral histories, Treviño reconstructs the history of several predominately Mexican American parishes in Houston. He explores Mexican American Catholic life from the most private and mundane, such as home altar worship and everyday speech and behavior, to the most public and dramatic, such as neighborhood processions and civil rights marches. He demonstrates how Mexican Americans' religious faith helped to mold and preserve their identity, structured family and community relationships as well as institutions, provided both spiritual and material sustenance, and girded their long quest for social justice.

Vargas, Zaragoza. 1993. *Proletarians of the North: A History of Mexican Industrial Workers in Detroit and the Midwest, 1917–1933*. Berkeley: University of California Press.

Between the end of World War I and the Great Depression, over 58,000 Mexicans journeyed to the Midwest in search of employment. Many found work in agriculture, but thousands more joined the growing ranks of the industrial proletariat. Throughout the northern Midwest, and especially in Detroit, Mexican workers entered steel mills, packing houses, and auto plants, becoming part of the modern American working class. Zaragoza Vargas's work focuses on this little-known feature in the history of Chicanos and American labor. In relating the experiences of Mexicans in workplace and neighborhood, and in showing the roles of Mexican women, the Catholic Church, and labor unions, Vargas enriches our knowledge of immigrant urban life. His is an important work that will be welcomed by historians of Chicano Studies and American.

Velez-Ibañez, Carlos (Dean). 1996. *Border Visions: Mexican Cultures of the Southwest*. Tucson: University of Arizona Press.

The U.S.-Mexico border region is home to anthropologist Carlos Vélez-Ibañez. Into these pages he pours nearly half a century of searching and finding answers to the Mexican experience in the

southwestern United States. He describes and analyzes the process, as generation upon generation of Mexicans moved north and attempted to create an identity or sense of cultural space and place. In today's border fences he also sees barriers to how Mexicans understand themselves and how they are fundamentally understood. From prehistory to the present, Vélez-Ibáñez traces the intense bumping among Native Americans, Spaniards, and Mexicans, as Mesoamerican populations and ideas moved northward. He demonstrates how cultural glue is constantly replenished by strengthening family ties that reach across both sides of the border. The author describes ways in which Mexicans have resisted and accommodated the dominant culture by creating communities and by forming labor unions, voluntary associations, and cultural movements. He analyzes the distribution of sadness, or overrepresentation of Mexicans in poverty, crime, illness, and war, and shows how that sadness is balanced by creative expressions of literature and art, especially mural art, in the ongoing search for space and place. Here is a book for the nineties and beyond, a book that relates to NAFTA, to complex questions of immigration, and to the expanding population of Mexicans in the U.S.-Mexico border region and other parts of the country. An important new volume for social science, humanities, and Latin American scholars, *Border Visions* will also attract general readers for its robust narrative and autobiographical edge. For all readers, the book points to new ways of seeing borders, whether they are visible walls of brick and stone or less visible, infinitely more powerful barriers of the mind.

Vigil, Ernesto B. 1999. *The Crusade for Justice: Chicano Militancy and the Government's War on Dissent*. Madison: University of Wisconsin Press.

This definitive account of the Chicano movement in 1960s Denver reveals the intolerance and brutality that inspired and accompanied the urban Chicano organization known as the Crusade for Justice. Ernesto Vigil, an expert in the discourse of radical movements of this time, joined the Crusade as a young draft resistor where he met Rodolfo "Corky" Gonzales, the founder of the CFJ. Vigil follows the movement chronologically from Gonzales's early attempts to fight discrimination as a participant in local democratic politics to his radical stance as an organizer outside mainstream politics. Drawing extensively upon FBI documentation that became available under the Freedom of Information Act, Vigil exposes massive surveillance of the Crusade for Justice by federal agents and local police and the damaging effects of such methods on ethnic liberation movements. Vigil complements these documents and the story of Gonzales's development as a radical with the story of his personal involvement in the movement. The Crusade for Justice describes one of the most important Chicano organizations against prejudice.

Vigil, Maurilio E. 1996. *Hispanics in Congress: A Historical and Political Survey*. Lanham, MD: University Press of America, Inc.

This book chronicles the history of Hispanics in the United States Congress. Beginning with an historical overview of Congress, the author provides biographical sketches of the Hispanic members of Congress, the circumstances that made them Congressmen and their roles, activities and accomplishments in that body. The sketches are integrated into the historical context of the Congress in which they served. Special attention is given to the three Hispanics who served in

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the United States Senate. The book provides a comprehensive narrative on the creation, composition, role and impact of the Congressional Hispanic Caucus (CHC). Compliance with provisions of the Voting Rights Act of 1970, amendments and the federal court decisions that contributed to redistricting that was favorable for Hispanics is also discussed. While the history and role of Hispanics is but a footnote in the history of the U.S. Congress, it has been a major chapter in the history of the Hispanic people in the United States.

Ybarra, Lea. 2004. *Vietnam Veterans: Chicanos Recall the War*. Austin, TX: U.T. Press.

One of the most decorated groups that served in the Vietnam War, Chicanos fought and died in numbers well out of proportion to their percentage of the United States' population. Yet despite this, their wartime experiences have never received much attention in either popular media or scholarly studies. To spotlight and preserve some of their stories, this book presents substantial interviews with Chicano Vietnam veterans and their families that explore the men's experiences in combat, the war's effects on the Chicano community, and the veterans' postwar lives. Lea Ybarra groups the interviews topically to bring out different aspects of the Chicano vets' experiences. In addition to discussing their involvement in and views on the Vietnam War, the veterans also reflect on their place in American society, American foreign policy, and the value of war. Veterans from several states and different socioeconomic classes give the book a broad-based perspective, which Ybarra frames with sociological material on the war and its impact on Chicanos.

Weber, Devra. 1994. *Dark Sweat, White Gold; California Farm Workers, Cotton, and the New Deal*. Berkeley, CA: University of California Press.

In her incisive analysis of the shaping of California's agricultural work force, Devra Weber shows how the cultural background of Mexican and, later, Anglo-American workers, combined with the structure of capitalist cotton production and New Deal politics, forging a new form of labor relations. She pays particular attention to Mexican field workers and their organized struggles, including the famous strikes of 1933. Weber's perceptive examination of the relationships between economic structure, human agency, and the state, as well as her discussions of the crucial role of women in both Mexican and Anglo working-class life, make her book a valuable contribution to labor, agriculture, Chicano, Mexican, and California history.

Latino History - Articles

Note: The authors could not locate any articles within this category.

Latino Demographics and SES Trends - Books

Falconi, José Luis, and José Antonio Mazzotti, eds. 2007. *The Other Latinos*. Cambridge: David Rockefeller Center for Latin American Studies.

The Other Latinos addresses an important topic: the presence in the United States of Latin American and Caribbean immigrants from countries other than Mexico, Cuba, and Puerto Rico. Focusing on the Andes, Central America, and Brazil, the book brings together essays by a number of accomplished scholars. Michael Jones-Correa's chapter is a lucid study of the complex issues in posing "established" and "other," and "old" and "new" in the discussion of Latino immigrant groups. Helen B. Marrow follows with general observations that bring out the many facets of race, ethnicity, and identity. Claret Vargas analyzes the poetry of Eduardo Mitre, followed by Edmundo Paz Soldán's reflections on Bolivians' "obsessive signs of identity." Nestor Rodriguez discusses the tensions between Mexican and Central American immigrants, while Arturo Arias's piece on Central Americans moves brilliantly between the literary (and the cinematic), the historical, and the material. Four Brazilian chapters complete the work. The editors hope that this introductory work will inspire others to continue these initial inquiries so as to construct a more complete understanding of the realities of Latin American migration into the United States.

Hayes-Bautista, David. 2004. *La Nueva California: Latinos in the Golden State*. Berkeley: University of California Press.

Since late 2001 more than fifty percent of the babies born in California have been Latino. When these babies reach adulthood, they will, by sheer force of numbers, influence the course of the Golden State. This essential study, based on decades of data, paints a vivid and energetic portrait of Latino society in California by providing a wealth of details about work ethic, family strengths, business establishments, and the surprisingly robust health profile that yields an average life expectancy for Latinos five years longer than that of the general population. Spanning one hundred years, this complex, fascinating analysis suggests that the future of Latinos in California will be neither complete assimilation nor unyielding separatism. Instead, the development of a distinctive regional identity will be based on Latino definitions of what it means to be American.

Tienda, Marta, and Faith Mitchell, eds. 2006. *Hispanics and the Future of America*. Washington, D.C.: National Academies Press.

Hispanics and the Future of America presents details of the complex story of a population that varies in many dimensions, including national origin, immigration status, and generation. The papers in this volume draw on a wide variety of data sources to describe the contours of this population, from the perspectives of history, demography, geography, education, family, employment, economic well-being, health, and political engagement. They provide a rich source of information for researchers, policy makers, and others who want to better understand the fast-growing and diverse population that we call Hispanic. The current period is a critical one for getting a better understanding of how Hispanics are being shaped by the U.S. experience. This will, in turn, affect

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the United States and the contours of the Hispanic future remain uncertain. The uncertainties include such issues as whether Hispanics, especially immigrants, improve their educational attainment and fluency in English and thereby improve their economic position; whether growing numbers of foreign-born Hispanics become citizens and achieve empowerment at the ballot box and through elected office; whether impending health problems are successfully averted; and whether Hispanics geographic dispersal accelerates their spatial and social integration. The papers in this volume provide invaluable information to explore these issues.

Torres, Andres, ed. 2006. *Latinos in New England*. Philadelphia: Temple University Press.

More than one million Latinos now live in New England. This is the first book to examine their impact on the region's culture, politics, and economics. At the same time, it investigates the effects of the locale on Latino residents' lives, traditions, and institutions. Employing methodologies from a variety of disciplines, twenty-one contributors explore topics in three broad areas: demographic trends, migration and community formation, and identity and politics. They utilize a wide range of approaches, including oral histories, case studies, ethnographic inquiries, focus group research, surveys, and statistical analyses. From the "Dominicanization" of the Latino community in Waterbury, Connecticut, to the immigration experiences of Brazilians in Massachusetts, from the influence of Latino Catholics on New England's Catholic churches to the growth of a Latino community in Providence, Rhode Island, the essays included here contribute to a new and multifaceted view of the growing Pan-Latino presence in the birthplace of the United States.

Waldinger, Roger, and Mehdi Bozorgmehr, eds. 1996. *Ethnic Los Angeles*. New York: Russell Sage Publications.

Since 1965 more immigrants have come to Los Angeles than anywhere else in the United States. These newcomers have rapidly and profoundly transformed the city's ethnic makeup and sparked heated debate over their impact on the region's troubled economy. *Ethnic Los Angeles* presents a multi-investigator study of L.A.'s immigrant population, exploring the scope, characteristics, and consequences of ethnic transition in the nation's second most populous urban center. Using the wealth of information contained in the U.S. censuses of 1970, 1980, and 1990, essays on each of L.A.'s major ethnic groups tell who the immigrants are, where they come from, the skills they bring and their sources of employment, and the nature of their families and social networks. The contributors explain the history of legislation and economic change that made the city a magnet for immigration, and compare the progress of new immigrants to those of previous eras. Recent immigrants to Los Angeles follow no uniform course of adaptation, nor do they simply assimilate into the mainstream society. Instead, they have entered into distinct niches at both the high and low ends of the economic spectrum. While Asians and Middle Easterners have thrived within the medical and technical professions, low-skill newcomers from Central America provide cheap labor in light manufacturing industries.

Latino Demographics and SES Trends - Articles

Alon, Sigal, and Marta Tienda. 2005. "Job Mobility and Early Career Wage Growth of White, African-American, and Hispanic Women." *Social Science Quarterly* 86(1): 1196-1217.

Objective: This article examines whether and how young women's job mobility influences racial and ethnic wage-growth differentials during the first eight years after leaving school. **Methods:** We use the NLSY-79 Work History File to simulate the influence of job mobility on the wages of skilled and unskilled workers. **Results:** African-American and Hispanic women average less job mobility than white women, especially if they did not attend college. Unskilled women who experience frequent job changes during the first four post-school years reap positive wage returns, but turnover beyond the shopping period incurs wage penalties. Job mobility does not appear to boost wage growth for college-educated women. **Conclusions:** Among unskilled women, race and ethnic wage disparities partly derive from group differences in the frequency of job changes, but unequal returns to job mobility drive the wage gaps for skilled women. We discuss several explanations for these disparities.

Fischer, Mary J. 2003. "The Relative Importance of Income and Race in Determining Residential Outcomes in U.S. Urban Areas, 1970-2000." *Urban Affairs Review* 38(5): 669-696.

The author uses the unique properties of the entropy index to explore trends in segregation by race/ethnicity and income class for families from 1970 to 2000. Declines in segregation by race and increases in segregation by income class were found until the 1990s, when segregation by income declined. Segregation among certain subgroups was then examined; some groups remain more segregated, even as segregation in general has declined. In particular, the poor families experience greater segregation from others than do families in other income groups from each other. Blacks experience higher levels of segregation from other groups than those other groups do from each other. Finally, the segregation of poor, black families compared to the poor of other race/ethnic groups was examined. The author finds that poor black families are uniquely segregated and that this segregation declines only slightly with time.

Hamilton, Darrick, Arthur H. Goldsmith, and William Darity, Jr. 2008. "Measuring the Wage Costs of Limited English: Issues With Using Interviewer Versus Self-Reports in Determining Latino Wages." *Hispanic Journal of Behavioral Sciences* 30(3): 257-279.

Scholars have found that poor English proficiency is negatively associated with wages using self-reported measures. However, these estimates may suffer from misclassification bias. Interviewer ratings are likely to more accurately proxy employer assessment of worker language ability. Using self-reported and interviewer ratings from the Multi-City Study of Urban Inequality, the authors estimate the impact of English proficiency on wages for men ($n = 267$) and women ($n = 178$) with Mexican ancestry residing in the Los Angeles metropolitan area. Use of interviewer proficiency ratings suggests a larger and more gradational language penalty as fluency falls, and women

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face a stronger penalty than their male counterparts. Moreover, controlling for worker accent and skin shade does little to alter these effects.

Iceland, John, and Kyle Anne Nelson. 2008. "Hispanic Segregation in Metropolitan America: Exploring the Multiple Forms of Spatial Assimilation." *American Sociological Review* 73(5):741-765.

This article investigates patterns of spatial assimilation of Hispanics in U.S. metropolitan areas. Using restricted-use data from the 2000 Census, we calculate Hispanics' levels of residential segregation by race and nativity and then estimate multivariate models to examine the association of group characteristics with these patterns. To obtain a more nuanced view of spatial assimilation, we use alternative reference groups in the segregation calculations – Anglos, African Americans, and Hispanics not of the same race. We find that Hispanics experience multiple and concurrent forms of spatial assimilation across generations: U.S.-born White, Black, and other-race Hispanics tend to be less segregated from Anglos, African Americans, and U.S.-born Hispanics not of the same race than are the foreign-born of the respective groups. We find some exceptions, suggesting that race continues to influence segregation despite the general strength of assimilation-related factors: Black Hispanics display high levels of segregation from Anglos, and U.S.-born Black Hispanics are no less segregated from other Hispanic groups than are their foreign-born counterparts.

Kochhar, Rakesh. 2004. "The Wealth of Hispanic Households: 1996 to 2002." *Pew Hispanic Center Report*. October 18. <http://pewhispanic.org/reports/report.php?ReportID=34> (February 13, 2009).

According to the study, the median net worth of Hispanic households in 2002 was \$7,932. This was only nine percent of \$88,651, the median wealth of non-Hispanic White households at the same time. The net worth of Non-Hispanic Blacks was only \$5,988. Thus, the wealth of Latino and Black households is less than one-tenth the wealth of White households even though Census data show their income is two-thirds as much.

Kochlar, Rakesh. 2005. "The Occupational Status and Mobility of Hispanics." *Pew Hispanic Center Report*. December 15. <http://pewhispanic.org/reports/report.php?ReportID=59> (February 13, 2009).

A research report sponsored by the Pew Hispanic Center finds a worsening in the occupational status of Hispanics and a growing gap with respect to whites during the 1990s. That is surprising because the decade was witness to the longest economic expansion in recent U.S. history. But even as unemployment was on the decline for all racial and ethnic groups, structural shifts in employment across industries contributed to a greater division in the occupational status of Hispanics and whites. The occupations in which Hispanics are concentrated rank low in wages, educational requirements and other indicators of socioeconomic status.

Kochhar, Rakesh. 2008. “Latino Labor Report, 2008: Construction Reverses Job Growth for Latinos.” *Pew Hispanic Center*.

Due mainly to a slump in the construction industry, the unemployment rate for Hispanics in the U.S. rose to 6.5% in the first quarter of 2008, well above the 4.7% rate for all non-Hispanics. As recently as the end of 2006, the gap between those two rates had shrunk to an historic low of 0.5 percentage points – 4.9% for Latinos compared with 4.4% for non-Latinos, on a seasonally adjusted basis.¹ The spike in Hispanic unemployment has hit immigrants especially hard. Their unemployment rate was 7.5% in the first quarter of this year,² marking the first time since 2003 that a higher percentage of foreign-born Latinos was unemployed than native-born Latinos. Some 52.5% of working age Latinos (ages 16 and older) are immigrants. Latinos make up 14.2% of the U.S. labor force. Despite the disproportionate impact that the economic slowdown has had on immigrant Latino workers, there are no signs that they are leaving the U.S. labor market. Their labor force participation rate – that is, the percentage of the immigrant working-age Latino population either employed or actively seeking employment – has remained steady. However, they now play a smaller role in the growth of the Hispanic workforce than in recent years.

The latest trends in the labor market represent a dramatic reversal for Latino workers. Hispanics lost nearly 250,000 jobs over the past year because of the recent slump in the construction sector. For several years, construction was the mainstay of job growth for Hispanic workers, especially those who are immigrants. Even as home building stumbled in 2006, Hispanics found nearly 300,000 new jobs in the construction industry from the first quarter of 2006 to the first quarter of 2007. The ongoing slump in construction over the past year has wiped out those gains, virtually in their entirety.

Kochhar, Rakesh, Roberto Suro, and Sonya Tafoya. 2005. “The New Latino South: The Context and Consequences of Rapid Population Growth.” *Pew Hispanic Center Report*. July 26. <http://pewhispanic.org/reports/report.php?ReportID=50> (February 13, 2009).

The Pew Hispanic Center released a new report that examines the rapid growth of the Hispanic population in the South. The study details the distinctive characteristics of the Latinos moving to new settlement areas, the very successful economic development models that prompted the Hispanic influx and the consequences for local policymakers. The report provides detailed demographic and economic data on six states: Arkansas, Alabama, Georgia, North Carolina, South Carolina and Tennessee.

Krueger, Alan B., and Jonathan M. Orszag. 2002. “Hispanics and the Current Economic Downturn: Will The Receding Tide Sink Hispanics?” *Pew Hispanic Center Report*. January 24. <http://pewhispanic.org/reports/report.php?ReportID=3> (February 13, 2009).

The purpose of this paper is to examine the potential impact of the current economic downturn on Hispanic workers and families, and analyze how prepared Hispanics are for the economic recession. The paper is divided into four sections: The first section briefly explores the progress made by Hispanics during the economic boom of the 1990s. The second section uses the ex-

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perience of Hispanics in past economic downturns to predict how they will fare in the current economic slowdown. The third section analyzes how well prepared Hispanic workers are for the economic slowdown. The final section draws conclusions based on the first three sections.

Logan, John. 2001. "The New Latinos: Who They Are, Where They Are." *Lewis Mumford Center*. September 10. <http://mumford.albany.edu/census/HispanicPop/HspReport/HspReportPage1.html> (February 13, 2009).

The fastest growing Hispanic groups in the U.S. are people from the Dominican Republic, Central America, and South America. Many were misclassified as Other Hispanic in Census 2000. The Mumford Center offers adjusted counts showing that there are now over 1 million Dominicans and Salvadorans in the country. This report compares social and economic characteristics of the many Hispanic national-origin groups and shows in which states and metro areas they are located.

Marotta, Silvia A., and Jorge G. Garcia. 2003. "Latinos in the United States in 2000." *Hispanic Journal of Behavioral Sciences* 25(1): 13-22.

This population study, based on the 2000 decennial census in the United States, characterizes the Latino population in terms of those sociodemographic variables that have been identified as integral to researchers and practitioners working with diverse populations. A number of dimensions of the Latino experience in the United States are presented, including family and household information, socioeconomic status, educational attainment, health, and disability descriptors. Perhaps the most interesting of the variables examined is the dramatic growth rate of Latinos in the United States, who now represent 13% of the total population. Moreover, Latinos increasingly can be found in states where there have been little or no Latinos in the past, presenting both challenges and opportunities to service delivery systems and to policy makers.

Rivera-Batiz, Francisco L. 2002. "The Socioeconomic Status of Hispanic New Yorkers: Current Trends and Future Prospects." *Pew Hispanic Center Report*. January 24. <http://pewhispanic.org/reports/report.php?ReportID=5> (February 13, 2009).

This research report presents data showing the major demographic and socioeconomic changes in the Hispanic population of New York in the 1990s. It shows that despite gains in some areas, on average, Hispanics in New York were not significantly better-off in 2000 than in 1990. The household income per capita of Hispanic New Yorkers increased only slightly in the 1990s, compared to a much stronger expansion among White New Yorkers. By 2000, Hispanics displayed per-capita income of about one-third that of the non-Hispanic White population.

The roots of the lack of change in Hispanic overall socioeconomic status in the 1990s lie, first, in the major demographic changes in the city, as reflected in an influx of relatively unskilled immigrants and an exodus of relatively skilled, high-income Hispanic New Yorkers; it also responds to the sluggish economic recovery of the city from one of its most severe recessions this century.

Sung-Chang Chun. 2007. "The "Other Hispanics"—What Are Their National Origins? Estimating the Latino-Origin Populations in the United States." *Hispanic Journal of Behavioral Sciences* 29(2):133-155.

This population study examines possible reasons for a severe underestimation of Latino-origin group populations in 2000 and introduces several alternative methods for estimating these Latino subgroup populations. The new simulated estimates for the Latino subgroups, based on the 2000 Public Use Microdata Sample from the 2000 U.S. Census, are presented at the national level and for selected states and cities. The figures included here represent some of the first alternative estimates for Latino-origin groups at the sub-national level. Differences between official 2000 enumerations and estimated counts were larger for smaller Latino subgroups. The 2000 population of Dominicans should have been nearly 1 million rather than the approximately 799,768 the Census recorded. The estimates also gave 42.6% more Salvadorans, 47% more Central Americans, and 41.3% more South Americans.

Sung-Chang, Chun. 2005. *Latino-Origin Populations Revisited: Estimating the Latin-Origin Group Populations at the National Level and for Selected States, Counties, Cities, and Metro Chicago*. Inter-University Program for Latino Research, University of Notre Dame.

Since the release of Latino subgroup population data by the Census Bureau in 2001, many Latino advocacy and community organizations, planners, and scholars have suspected that the official census enumeration represents a severe underestimate of Latino-origin group populations in all parts of the country.

Suro, Roberto, and B. Lindsay Lowell. 2002. "New Lows From New Highs: Latino Economic Losses In The Current Recession." *Pew Hispanic Center Report*. January 24. <http://pewhispanic.org/reports/report.php?ReportID=1> (February 13, 2009).

The long-term effects of the recession will likely depress employment and incomes in Hispanic communities at least through the end of 2004, and judging from historical experience that time span will be longer than for any other major population group. Even if predictions of a turn-around later this summer prove valid, pocketbook issues will vex Latinos for several years after the national economy recovers. Second-generation Latinos – U.S.-born children of an immigrant parent – are now experiencing high job losses. In recent recessions Hispanic unemployment has fallen hardest on low-skilled immigrants. This time, young people who are the products of U.S. schools are experiencing the highest unemployment rates among Latinos. Many work in skilled occupations, including managers, technicians and professionals, and many are in the early years of household formation. Prolonged joblessness could prove a historic setback for them, their communities and the nation.

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Suro, Roberto. 2002. "Counting the 'Other Hispanics': How Many Colombians, Dominicans, Ecuadorians, Guatemalans And Salvadorans Are There In The United States?" *Pew Hispanic Center Report*. May 9. <http://pewhispanic.org/reports/report.php?ReportID=8> (February 13, 2009).

This study reports on an alternative estimate of the breakdown of the Hispanic population according to national origin groups. Based on recently released Census Bureau data, the estimate reduces the "other" category by more than half. This estimate does not change the overall size of the Hispanic population, but it does offer a new calculation of how national groups are distributed within that population.

Suro, Roberto, and Audrey Singer. 2002. "Latino Growth In Metropolitan America: Changing Patterns, New Locations." *Pew Hispanic Center Report*. July 30. <http://pewhispanic.org/reports/report.php?ReportID=10> (February 13, 2009).

The Latino population is rapidly evolving and that its demographic impact on the nation is changing quickly. Significant concentrations of Hispanics are no longer confined to a few regions such as Southern California or the Southwest, or only to a few cities like New York and Miami. Instead, in the coming years Hispanic population growth will most impact communities that had relatively few Latinos a decade ago.

Sun,Wei. and Teresa Ghilarducci. 2004. "Latinos' Low Pension Coverage and Disenfranchisement from the US Financial System." Notre Dame, IN: University of Notre Dame.

Since the release of Latino subgroup population data by the Census Bureau in 2001, many Latino advocacy and community organizations, planners, and scholars have suspected that the official census enumeration represents a severe underestimate of Latino-origin group populations in all parts of the country.

Latinos in the Discipline - Books

Note: The authors could not locate any books within this category.

Latinos in the Discipline - Articles

Cabán, Pedro A. 2003. "Moving from the Margins to Where? Three Decades of Latino/a Studies." *Latino Studies* 1(1): 5-35.

In the US higher education system Latino/a Studies is primarily practiced in three types of settings. As Enclaves Latino/a Studies are marginalized, under funded academic units that are politically tolerated, but disparaged within their respective institutions. In the transgressive setting, the units have acquired a degree of intellectual authority and political standing within their respective institutions. The third setting, Absorption, is characterized by an effort to absorb Latino Studies

into American Studies or centers on race and ethnicity. The progression from Enclave to Absorption is not uni-linear, and all three states of Latino Studies can be found in universities throughout the United States. However, the progression also denotes the academic evolution of Latino Studies, its continued relevance for students and the recognition that this emerging academic field has a role in the university's mission. How Latino/a Studies are positioned in the university will figure prominently in the future development of the field.

Fraga, Luis R., John A. Garcia, Rodney E. Hero, Michael Jones-Correa, Valerie Martinez-Ebers, and Gary M. Segura. 2006. "Su Casa Es Nuestra Casa: Latino Politics Research and the Development of American Political Science." *American Political Science Review* 100(4): 515-521.

Since the 1970s, Latino politics research has evolved; alternately responding to real-world political events and demographic changes, embracing new and emerging trends in the broader discipline and offering new insights of its own that contribute to the development of political science. In so doing, there have emerged both an intellectual foundation and a growing body of empirical results, each of which challenges long-held theories and findings in the discipline more broadly. Thus, Latino politics research is central in refining and broadening our understanding of American politics. Immigration, social marginality, and their uncertain status as a racial or ethnic minority make this population unique and raise important obstacles in applying existing interpretations and orthodoxies from the discipline's other traditions to this emerging and rapidly growing segment of American society. The major contributions of this line of inquiry are identified in five key areas: pluralism, group identity and mobilization, political participation, institutions and representation, and assimilation. We conclude with some thoughts regarding how the evolution of American society and its Latino population will pose important questions for future generations of political scientists.

Martinez-Ebers, Valerie, Manuel Avalos, Carol Hardy-Fanta, Linda Lopez, Gary Segura, and Ronald Schmidt, Sr. 2000. "An Update on the Status of Latinos Y Latinas in Political Science: What the Profession Should Be Doing." *PS: Political Science and Politics* 33(4): 899-903.

This is a report by the Status Committee of the American Political Association (APSA) on the status of Latinos and Latinas in political science. The Latino community continues to be underrepresented in all areas of the political science profession. Advancement in the status of Latinos has occurred, but this is overshadowed by the imbalance between demographic changes in the U.S. population and changes in the profession. College political science departments should establish ways to recruit and retain more Latino/a students. There is a need for the APSA to introduce reforms and initiatives to promote Latino participation in political science, especially by expanding assistance programs, increasing staff time on these programs, and incorporating the goal of diversifying the discipline into APSA's mission statement.

Monforti, Jessica Lavariega, and Melissa R. Michelson. 2008. "Diagnosing the Leaky Pipeline: Continuing Barriers to the Retention of Latinas and Latinos in Political Science." *PS: Political Science & Politics* 41(1):161-166.

Despite comprising a large and increasing proportion of the United States population – about 14.7%, according to March 2006 Census Bureau estimates – Latinos continue to be severely underrepresented in political science, and today comprise less than 2% of the academy (Census Bureau 2006; Michelson 2007). Increased recent attention to the issues of recruitment and retention of Latino political scientists by professional associations such as the American Political Science Association (APSA) notwithstanding, the number of Latino scholars in the field continues to lag behind that of other racial and ethnic groups. But just where in the pipeline does the problem exist? Are not enough Latinos being recruited for graduate study? Are Latinos being successfully recruited but then not finishing their degrees? Or is the leak occurring later in scholars' careers, perhaps between graduation and tenure? Avalos (1991) noted that Latinas were particularly underrepresented, with few women entering or completing Ph.D. programs. More than 16 years later, does a gender gap persist among Latino political scientists? Do leaks in the pipeline differ for Latinos and Latinas? These are the questions that drive this research.

Latinos in the Mass Media – Books

Bender, Steven W. 2005. *Greasers and Gringos: Latinos, Law, and the American Imagination*. New York: New York University Press.

Although the origin of the term "greaser" is debated, its derogatory meaning never has been. From silent movies like *The Greaser's Revenge* (1914) and *The Girl and the Greaser* (1913) with villainous title characters, to John Steinbeck's portrayals of Latinos as lazy, drunken, and shiftless in his 1935 novel *Tortilla Flat*, to the image of violent, criminal, drug-using gang members of East LA, negative stereotypes of Latinos/as have been plentiful in American popular culture far before Latinos/as became the most populous minority group in the U.S. In *Greasers and Gringos*, Steven W. Bender examines and surveys these stereotypes and their evolution, paying close attention to the role of mass media in their perpetuation. Focusing on the intersection between stereotypes and the law, Bender reveals how these negative images have contributed significantly to the often unfair treatment of Latino/as under American law by the American legal system. He looks at the way demeaning constructions of Latinos/as influence their legal treatment by police, prosecutors, juries, teachers, voters, and vigilantes. He also shows how, by internalizing negative social images, Latinos/as and other subordinated groups view themselves and each other as inferior. Although fighting against cultural stereotypes can be a daunting task, Bender reminds us that, while hard to break, they do not have to be permanent. *Greasers and Gringos* begins the charge of debunking existing stereotypes and implores all Americans to re-imagine Latinos/as as legal and social equals.

Davila, Arlene. 2001. *Latinos, Inc.: The Marketing and Making of a People*. Berkeley, CA: University of California Press.

Both Hollywood and corporate America are taking note of the marketing power of the growing Latino population in the United States. And as salsa takes over both the dance floor and the condiment shelf, the influence of Latin culture is gaining momentum in American society as a whole. Yet the increasing visibility of Latinos in mainstream culture has not been accompanied by a similar level of economic parity or political enfranchisement. In this important, original, and entertaining book, Arlene Dávila provides a critical examination of the Hispanic marketing industry and of its role in the making and marketing of U.S. Latinos. Dávila finds that Latinos' increased popularity in the marketplace is simultaneously accompanied by their growing exoticification and invisibility. She scrutinizes the complex interests that are involved in the public representation of Latinos as a generic and culturally distinct people and questions the homogeneity of the different Latino sub-nationalities that supposedly comprise the same people and group of consumers. In a fascinating discussion of how populations have become reconfigured as market segments, she shows that the market and marketing discourse become important terrains where Latinos debate their social identities and public standing.

Greco Larson, Stephanie. 2005. *Media & Minorities: The Politics of Race in News and Entertainment*. Lanham, MD: Rowman & Littlefield Publishers, Inc.

Media & Minorities looks at all these tendencies with an eye to identifying the “system-supportive” messages conveyed and offering challenges to them. The book covers all major media – including television, film, newspapers, radio, and magazines – and systematically analyzes their representation of the four largest minority groups in the United States: African Americans, Native Americans, Hispanics, and Asian Americans. Entertainment media are compared and contrasted with news media, and special attention is devoted to coverage of social movements for racial justice and politicians of color. Political communication scholar Stephanie Greco Larson brings sharp insight into how the white-dominated media do a disservice to all their audiences when it comes to their representation of racial and ethnic minorities. She gives us ammunition for decoding the dominant messages and then combating them, whether through political activism, “culture jamming,” or the creation and patronage of alternative media.

Maciel, David R., and María Herrera-Sobek. 1998. *Culture Across Borders: Mexican Immigration and Popular Culture*. Tucson: University of Arizona Press.

For as long as Mexicans have emigrated to the United States they have responded creatively to the challenges of making a new home. But although historical, sociological, and other aspects of Mexican immigration have been widely studied, its cultural and artistic manifestations have been largely overlooked by scholars – even though Mexico has produced the greatest number of cultural works inspired by the immigration process. And recently Chicana/o artists have addressed immigration as a central theme in their cultural productions and motifs. *Culture across Borders* is the first and only book-length study to analyze a wide range of cultural manifestations of the immigration experience, including art, literature, cinema, *corridos*, and humor. It shows how Mexican immigrants have been depicted in popular culture both in Mexico and the United States – and how Mexican and Chicano/Chicana artists, intellectuals, and others have used artistic means

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to protest the unjust treatment of immigrants by U.S. authorities. Established and upcoming scholars from both sides of the border contribute their expertise in art history, literary criticism, history, cultural studies, and other fields, capturing the many facets of the immigrant experience in popular culture. Topics include the difference between Chicano/a and Mexican representation of immigration; how films dealing with immigrants are treated differently by Mexican, Chicano, and Hollywood producers; the rich literary and artistic production on immigration themes; and the significance of immigration in Chicano jokes. As a first step in addressing the cultural dimensions of Mexican immigration to the United States, this book captures how the immigration process has inspired powerful creative responses on both sides of the border.

Mayer, Vicki. 2003. *Producing Dreams, Consuming Youth: Mexican Americans and Mass Media*. New Brunswick: Rutgers University Press.

Producing Dreams, Consuming Youth takes us behind the scenes in San Antonio, Texas, a major market for Mexican American popular culture. Through the voices of those who produce and consume mass media, we see how the media brings together communities of Mexican Americans as they pursue cultural dreams, identification, and empowerment. At the heart of this book is a debate about the future of Mexican American media, and thus of the youth market. How do media professionals imagine ethnic youths? How do young Mexican Americans accept, negotiate, and resist these images of themselves? *Producing Dreams, Consuming Youth* emphasizes the paradoxes of media industries that seek to include youths of color while profiting from their creative energies.

Nericcio, William Anthony. 2006. *Tex[t]-Mex: Seductive Hallucinations of the "Mexican" in America*. Austin: University of Texas Press.

A rogues' gallery of Mexican bandits, bombshells, lotharios, and thieves saturates American popular culture. Remember Speedy Gonzalez? "Mexican Spitfire" Lupe Vélez? The Frito Bandito? Familiar and reassuring – at least to Anglos – these Mexican stereotypes are not a people but a text, a carefully woven, articulated, and consumer-ready commodity. In this original, provocative, and highly entertaining book, William Anthony Nericcio deconstructs Tex[t]-Mexicans in films, television, advertising, comic books, toys, literature, and even critical theory, revealing them to be less flesh-and-blood than "seductive hallucinations," less reality than consumer products, a kind of "digital crack." Nericcio engages in close readings of rogue/icons Rita Hayworth, Speedy Gonzalez, Lupe Vélez, and Frida Kahlo, as well as Orson Welles' film *Touch of Evil* and the comic artistry of Gilbert Hernandez. He playfully yet devastatingly discloses how American cultural creators have invented and used these and other Tex[t]-Mexicans since the Mexican Revolution of 1910, thereby exposing the stereotypes, agendas, phobias, and intellectual deceits that drive American popular culture. This sophisticated, innovative history of celebrity Latina/o mannequins in the American marketplace takes a quantum leap toward a constructive and deconstructive next-generation figuration/adoration of Latinos in America.

Noriega, Chon. 2000. *The Future of Latino Independent Media: A NALIP Sourcebook*. Los Angeles: UCLA Chicano Studies Research Center.

Latinos Lack Media Access. Despite the growth of the Latino community in the United States, Latinos have entered the twenty-first century with lower levels of media representation than when protests first raised the issue in the 1960s. Hispanics are the most underrepresented of all minority groups in film and television (less than 5 percent of acting, directing, and producing positions went to Latinos in 1999). Although the U.S. Latino community has doubled since 1970, media employment for Latinos has declined by nearly two-thirds. This pattern persists, even though the commercial film and television industry is located in cities where Latinos make up almost 50 percent of the population. This edited volume addresses this dire situation by collecting information from the landmark 1999 Latino Producers Conference, held to renew the fight to improve Latino media access. Sponsored by concerned Latino groups, the conference was the first national gathering on Hispanic independent media since the 1970s.

Portales, Marco. 2000. *Crowding Out Latinos: Mexican Americans in the Public Consciousness*. Philadelphia: Temple University Press.

In this groundbreaking analysis, Marco Portales examines the way in which education and the media act as immobilizing social forces to shape the Latino world that exists despite the best efforts of many Mexican Americans and other Latinos. The delicate relationships between what Latinos are and what they seem to be, as perceived both by the larger society and by Latinos themselves, create and craft a culture that students of American culture have not sufficiently studied or understood. As bandidos or gigolos, drug users or unwed mothers, Latinos continue to figure in the public consciousness primarily as undesirables. Despite decades of effort by Spanish-speaking Americans to improve their image in the United States, Mexican Americans and other resident Latinos are still largely perceived by other Americans as poverty-stricken immigrants and second-class citizens. Accordingly, the great majority of Latino citizens receive substandard educations, equipping them for substandard jobs in substandard living environments. The lives of Mexican Americans and other Latinos, Portales contends, can best be illuminated by looking at the history of Chicanos and particularly Chicano literature, which dramatizes the impact of education and the media on Latinos. Like Irish literature, Chicano literature has sought to articulate and to establish itself as a postcolonial voice that has struggled for national attention. Through psychological and sociopolitical representations, Chicano writers have variously used anger, indifference, fear, accommodation, and other conflicting emotions and attitudes to express how it feels to be seen as an immigrant or a foreigner in one's own country. Portales looks at four Chicano literary works to focus attention on social issues that impede the progress of Latinos. By doing so, he hopes to engage both Latino and non-Latino Americans in an overdue dialogue about the power of education and the media to form perceptions that can either empower or repress Latino citizens.

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Ramírez Berg, Charles. 2002. *Latino Images in Film: Stereotypes, Subversion, and Resistance*. Austin: Texas University Press.

The bandido, the harlot, the male buffoon, the female clown, the Latin lover, and the dark lady – these have been the defining, and demeaning, images of Latinos in U.S. cinema for more than a century. In this book, Charles Ramírez Berg develops an innovative theory of stereotyping that accounts for the persistence of such images in U.S. popular culture. He also explores how Latino actors and filmmakers have actively subverted and resisted such stereotyping. In the first part of the book, Berg sets forth his theory of stereotyping, defines the classic stereotypes, and investigates how actors such as Raúl Julia, Rosie Pérez, José Ferrer, Lupe Vélez, and Gilbert Roland have subverted stereotypical roles. In the second part, he analyzes Hollywood's portrayal of Latinos in three genres: social problem films, John Ford westerns, and science fiction films. In the concluding section, Berg looks at Latino self-representation and anti-stereotyping in Mexican American border documentaries and in the feature films of Robert Rodríguez. He also presents an exclusive interview in which Rodríguez talks about his entire career, from *Bedhead* to *Spy Kids*, and comments on the role of a Latino filmmaker in Hollywood and how he tries to subvert the system.

Rodriguez, Clara E. 1997. *Latin Looks: Images Of Latinas And Latinos In The U.S. Media*. Boulder: Westview Press.

What are “Latin looks”? A Latin look may seem at first blush to be something that everyone recognizes-brunette, sensual, expressive, animated, perhaps threatening. But upon reflection, we realize that these are the images that are prevalent in the media, while the reality in Latino communities is of a rich diversity of people and images. This book brings together a selection of the best, the most interesting, and the most analytically sophisticated writing on how Latinos have been portrayed in movies, television, and other media since the early years of the twentieth century and how images have changed over time in response to social and political change. Particular emphasis is given to representations of class, gender, color, race, and the political relationship between the United States and Latin America. Together the essays offer a corrective lens for interpreting how images are created, perpetuated, and manipulated.

Santa Ana, Otto. 2002. *Brown Tide Rising: Metaphors of Latinos in Contemporary American Public Discourse*. Austin: University of Texas Press.

“...awash under a brown tide...the relentless flow of immigrants... like waves on a beach, these human flows are remaking the face of America....” Since 1993, metaphorical language such as this has permeated mainstream media reporting on the United States’ growing Latino population. In this groundbreaking book, Otto Santa Ana argues that far from being mere figures of speech, such metaphors produce and sustain negative public perceptions of the Latino community and its place in American society, precluding the view that Latinos are vested with the same rights and privileges as other citizens. Applying the insights of cognitive metaphor theory to an extensive natural language data set drawn from hundreds of articles in the *Los Angeles Times* and other media, Santa Ana reveals how metaphorical language portrays Latinos as invaders, outsiders, burdens, parasites, diseases, animals, and weeds. He convincingly demonstrates that three anti-Latino referenda passed in California because of such imagery, particularly the infamous

anti-immigrant measure, Proposition 187. Santa Ana illustrates how Proposition 209 organizers broadcast compelling new metaphors about racism to persuade an electorate that had previously supported affirmative action to ban it. He also shows how Proposition 227 supporters used antiquated metaphors for learning, school, and language to blame Latino children's speech – rather than gross structural inequity – for their schools' failure to educate them. Santa Ana concludes by calling for the creation of insurgent metaphors to contest oppressive U.S. public discourse about minority communities.

Soruco, Gonzalo. 1996. *Cubans and the Mass Media in South Florida*. Gainesville, FA: Florida University Press.

After 30 years of exile in south Florida, many Cubans have begun to accept the possibility that they will never return home. Their children and grandchildren have adapted to the American way of life and have begun the process of assimilation. Gonzalo Soruco looks at how these exiles – nearly half a million since 1959 – and their offspring use the mass media in the greater Miami area. For the most part Cuban exiles are not like other Hispanic immigrants; they are older, more affluent, and better educated. They are part of a powerful conservative political machine and an extensive social network. And they are passionate about their anti-Castro cause.

Almost inevitably in this climate, leaders of the Cuban community have taken issue with the Miami Herald's reportorial philosophy and its coverage of Cubans. As the Herald's traditional Anglo readers moved out of Dade County, the paper was shaken into action: it hired Spanish-speaking journalists, promoted Hispanic reporters into the paper's management, started a Spanish-language newspaper, and took a turn to the ideological right. Soruco analyzes these events and discovers that – contrary to accusations in the media – Cubans do not think that the English-language media are instruments of either right- or left-wing propaganda. He also discusses the Cuban relationship with radio and television. As public debate continues about the Americanization of Cubans, particularly with regard to bilingual education, this work will find a wide audience. It will be especially useful to television advertisers, market researchers, people in the print media in south Florida, and those enterprises interested in Cubans as a business bridge to Latin America.

Subervi-Velez, Federico. 2008. *The Mass Media and Latino Politics: Studies of U.S. Media Content, Campaign Strategies, and Survey Research: 1984-2004*. New York: NY Routledge Press.

The Latin-American population has become a major force in American politics in recent years, with expanding influences in local, state, and national elections. The candidates in the 2004 campaign wooed Latino voters by speaking Spanish to Latino audiences and courting Latino groups and PACs. Recognizing the rising influence of the Latino population in the United States, Federico Subervi-Velez has put together this edited volume, examining various aspects of the Latino and media landscape, including media coverage in English- and Spanish-language media, campaigns, and survey research.

Latinos in the Mass Media – Articles

Aparicio, Frances R. 2003. "Jennifer as Selena: Rethinking Latinidad in Media and Popular Culture." *Latino Studies* 1(1): 90-105.

This essay argues that the similarities among US Latinos that have emerged from their status as historical minorities and racialized subjects can be deployed to understand the sites in which Latinos from different national groups identify and dis-identify with each other. Instead of rejecting Latinidad as an exclusively hegemonic concept that homogenizes Latinos, Latinidad can be reclaimed as a site for exploring and further understanding the affinities and analogies of historical minorities as (post)colonial subjects. By looking at sites where Latinidad is constituted, such as the case of Jennifer López becoming Selena for the Gregory Nava film, critics can tease out some of the analogous forms of resistance that bring together a Boricua from the Bronx and a Tejana singer. In addition, the issue of the phenotype, style, fashions and body of both stars is also discussed in terms of Latina feminism.

Branton, Regina, and Johanna Dunaway. 2008. "English- and Spanish-Language Media Coverage of Immigration: A Comparative Analysis." *Social Science Quarterly* 89(4): 1006-1022.

Objective: We apply economic theories of news to explain differences between English- and Spanish-language newspaper coverage of immigration. **Methods:** Using content analysis and contextual data, we examine newspaper coverage of immigration as a function of economic incentives of news organizations and the language of the newspaper outlet. **Results:** The results indicate that Spanish-language news outlets generate a larger volume of coverage and more positive coverage of immigration when compared to English-language news outlets. **Conclusions:** This specific topic is important and politically relevant because of the potential implications variability in media coverage of this issue hold for public opinion on immigration.